



## Domestic tourism, Quarters 1–3 2017

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### Introduction

In the first nine months of 2017, the number of overnight domestic trips (11 million) increased by 0.5%, while the time spent on tourism (47 million days) decreased by 1.8% compared to the previous year. Tourist consumption was 5.1% higher at current prices, while spending per traveller per day increased by 7.0% mainly due to a decline in the number of low budget trips.

During overnight domestic trips, the population spent 259 billion forints in the first three quarters of 2017, 13 billion forints (5.1%) more than a year earlier. According to motivation, the internal structure of trips has been changing for years. The number of low budget, e.g. VFR (visiting friends or relatives) trips also dropped in the first nine months of 2017, while the number of leisure, entertainment, recreation and

health preservation trips grew. Nevertheless, 39% of overnight domestic trips were still trips for visiting relatives, friends and acquaintances, during which travellers generally used less tourist services. Only the number of high-spend trips increased by 5.7%, and the time spent by 3.5%.

HUF 14 billion more, about HUF 116 billion was spent on accommodation and food services, 53 billion on the purchase of food and catering services and HUF 45 billion on transport (including fuel purchases). One third of tourism consumption was realized in the tourism region of Lake Balaton.

Growth in employment and real earnings is not always reflected in domestic tourism, which is presumably due to the fact that certain population groups when using their additional disposable (so-called discretionary) income preferred trips abroad in addition to or instead of domestic trips. This is supported by the increase in the number of outbound trips. In the third quarter of 2012, which is regarded as the high season, 73% of overnight tourist trips were still domestic trips, then their share steadily declined and fell to 61% in 2017.

Due to low fuel prices and cheap "low-cost" flights, the distance from the destination is becoming less and less important. At the same time, government measures (tourism developments, SZÉP card, Erzsébet camps, etc.) try to increase the competitiveness of domestic tourism.

Figure 1

Time spent on outbound tourist trips and domestic trips

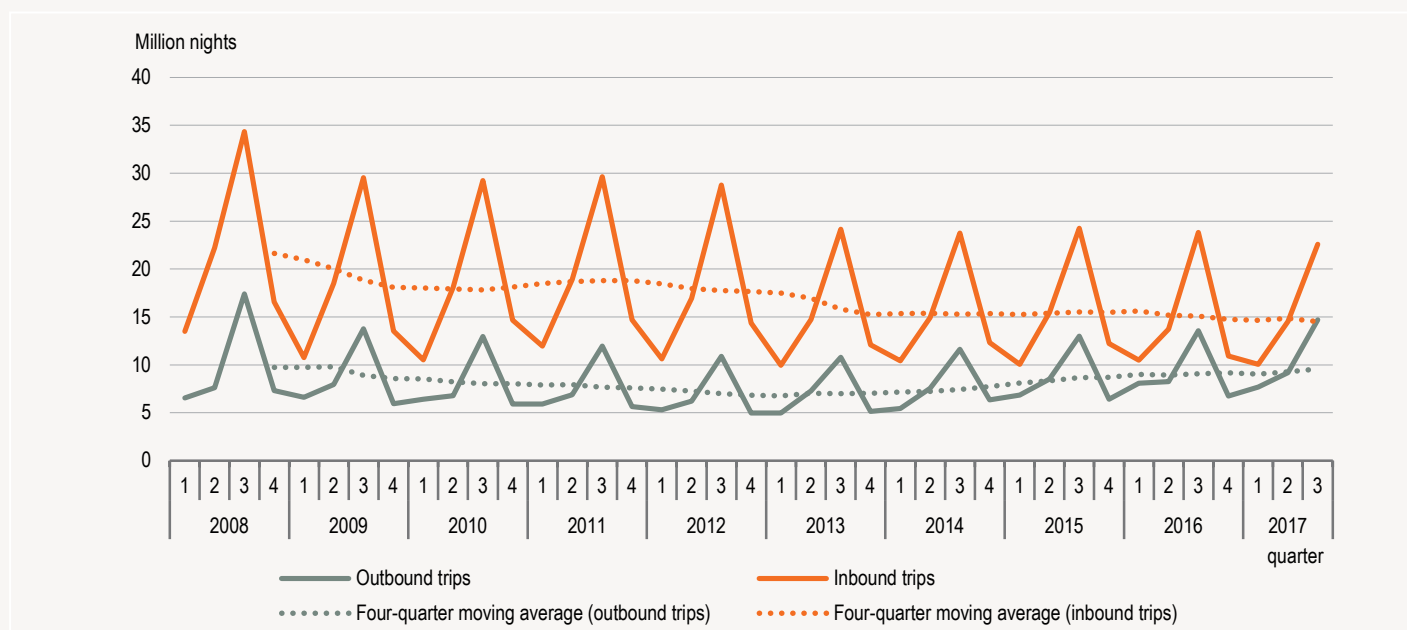
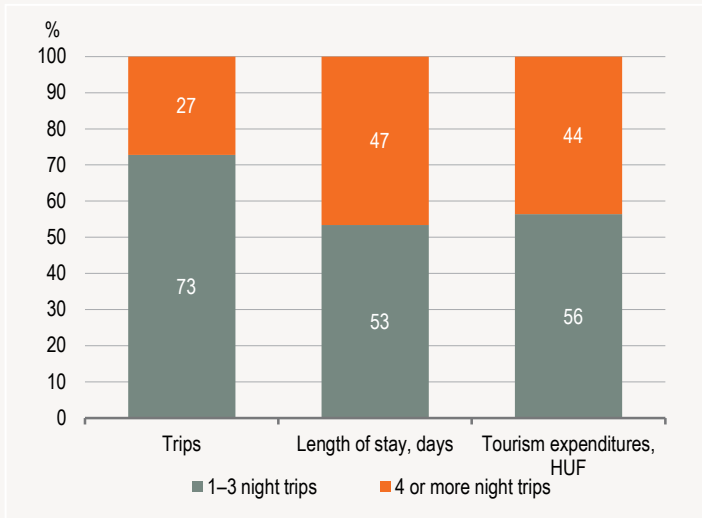


Figure 2

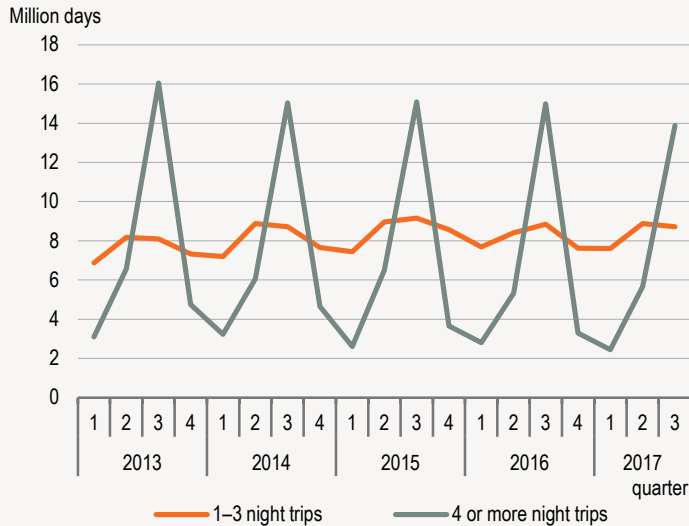
**Highlighted indicators of domestic trips by duration of trip, quarters 1–3 2017**



Within trips, we differentiate between 1 to 3 night (weekend-type) trips and longer trips. In recent years, the structure of domestic tourism has shifted towards shorter trips. Over the past three years, the time spent during weekend type trips and the related spending also exceeded the value of the same indicators on long trips. Significant differences can be observed, among other things, in respect of the following: main motivation of trip, type of accommodation used, number of participants, seasonality and spending structure, so these should be considered separately.

Figure 3

**Time spent on travelling**



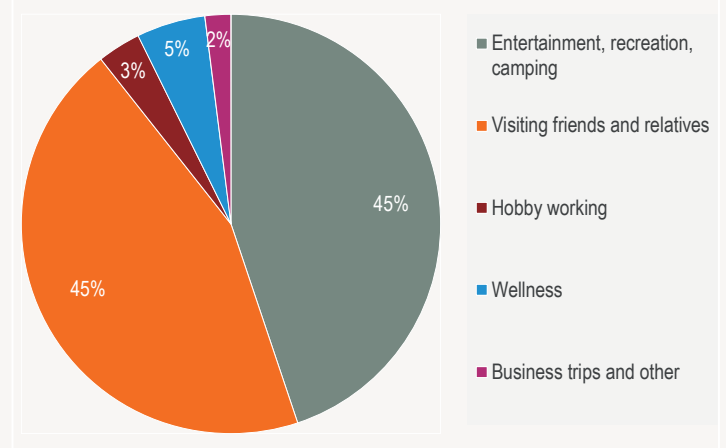
**Characteristics of 1–3 night (weekend-type) trips**

Within 8.3 million weekend type trips, the population spent a total of 25 million days, 1.1% more than a year earlier.

During these trips, cars (79%), buses (11%) and train (9%) were used. 42% of the time spent on travel was related to leisure, entertainment, recreation, sightseeing and hiking and nearly every second trip was to visit relatives and friends. Compared to a year earlier, the former increased and the latter decreased. Nonetheless, travellers still spend every second tourism night in accommodation places provided by relatives or friends. Own second homes had a share of 9.5%, but the use of hotels is becoming increasingly popular, their share has already reached 29% in the first nine months of 2017.

Figure 4

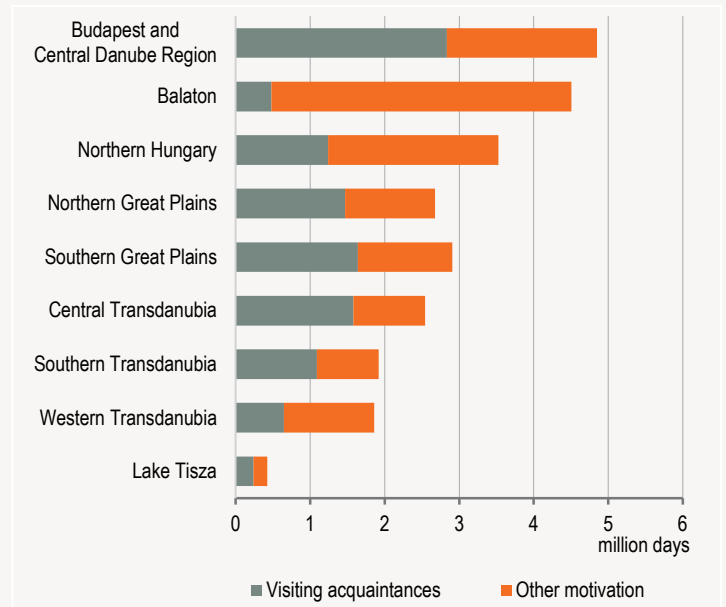
**Distribution of time spent on 1–3 night domestic trips, quarters 1–3 2017**



Budapest–Central Danube Region, Lake Balaton and Northern Hungary were the most popular destinations for trips, where travellers spent 4.8, 4.5 and 3.5 million days respectively. Domestic tourists travelled to the Lake Balaton mainly for recreational purposes, tourism within the region was mainly linked to visiting relatives.

Figure 5

**Time spent on 1–3 night trips by destination region, quarters 1–3 2017**



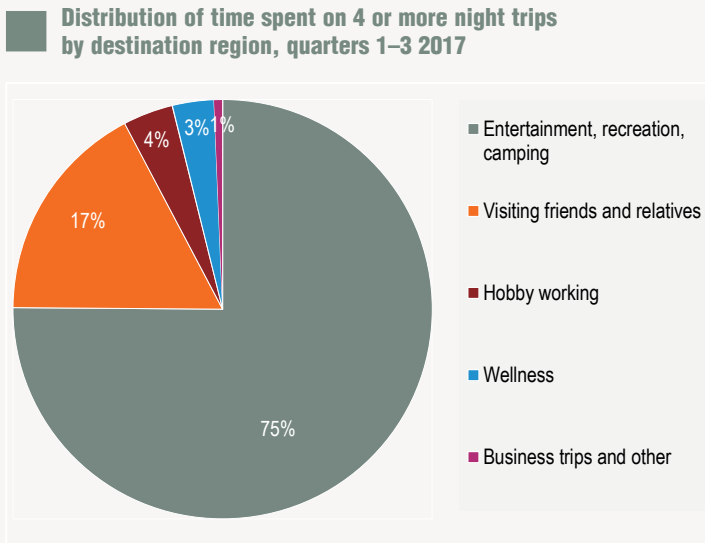
During short domestic trips, household consumption was HUF 146 billion, 11% more at current prices than in the previous year. Within expenditures, travellers spent HUF 61 billion on accommodation, HUF 31 billion on transport and HUF 27 billion on meals. Spending per traveller per day was HUF 5,793 on average during these short domestic trips, 9.8% higher than a year earlier.

**Characteristics of 4 or more night (long-term) domestic trips**

In the first nine months of the year, the population made a total of 3.1 million 4 or more night trips, 4.8% less than in the previous year spending 22 million days, so the average length of stay was 7.1 days. The most significant destination was the region of Lake Balaton, where 41% of the time spent (9 million days) was realized. Intra-regional trips were also typical

in case of long-term trips although to a lesser extent than in case of weekend type trips. People living in Central Hungary spent 4 million days at Lake Balaton, but those living in other parts of the country also frequently visited our largest lake (5 million days).

Figure 6



Leisure, recreation and entertainment were the main travel motivations. More than two thirds of the time was spent on this purpose, 3.7% more than in the previous year. VFR (visiting friends or relatives) trips, despite a large reduction, still represent a significant proportion (17%). 4.0% of the time spent on traveling was related to hobby-type work and gardening. In case of visitor traffic to the Budapest–Central Danube region, VFR trips (50%) were particularly outstanding. Tourists travelled to Lake Balaton mainly for leisure and recreation purposes (88%).

Due to the larger number of recreation trips, in case of four- and more night trips, the share of hotels (32%) and own second homes (17%) was

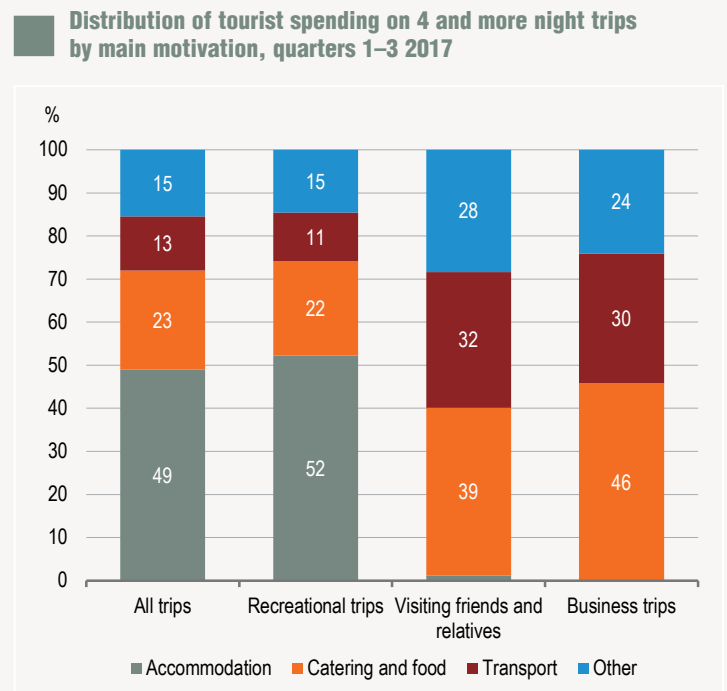
higher and the share of accommodation places provided by relatives and friends (26%) was lower than in case of shorter trips.

Travelers used cars (82%), railways (8.8%) and buses (8.7%).

During long-term trips, the tourist consumption of the population was HUF 113 billion, 1.7% lower than in the previous year. Within the expenditure of travellers, 49% was spent on accommodation, 23% on meals and 13% on transport. Spending per traveller per day was HUF 5,131 on average, 3.3% more at current prices than in the previous year.

39% of all tourist consumption was realized at our largest lake.

Figure 7



**Further information, data (links):**

[Methodology](#)

[Tables](#)

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